

MARYLAND
MARKETING
PARTNERSHIP

Annual Report

FISCAL YEAR 2021



 **Maryland**
Marketing Partnership

Maryland Marketing Partnership Board of Directors

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Acquisition Consulting Experts, LLC

Karen Cherry, Vice-President, Leasing
Prologis

Laura Van Eperen, CEO
Fovndry, LLC

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LIUNA International

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Association of Maryland Pilots

Stuart Page, Manager
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Tom Sadowski, Executive Director
MEDCO

Kelly Schulz, Secretary
Maryland Department of Commerce

Angela Sweeney, Vice President
Chief Marketing Officer
Peterson Companies

Aaron Tomarchio, Vice President
Corporate Affairs
Tradepoint Atlantic

Honorable Kris Valderrama
(Non-voting)
Maryland State Delegate

The Partnership's Board of Directors consists of seventeen (17) members, representing State government and private industry. Members include the Secretary of Commerce, designees from the Maryland Senate and Maryland House of Delegates, businesses, non-profits, marketing, advertising, labor, public relations, communications and economic development representatives. There are currently three (3) vacant positions, in which suggested replacements are being vetted through the Governor's Appointment Office.

In This Report

Executive Director's Message	1
Overview & Strategy	1
Advertising Open for Business	2-6
Financial Report Highlights	7-19
Appendices	20-26

Maryland Marketing Partnership / Executive Director's Message



I am pleased to present the Maryland Marketing Partnership's Fiscal Year 2021 Annual Report. This report includes a look at the financial and administrative records of the public-private organization. The Maryland Marketing Partnership (MMP) helps promote Maryland as a place to locate a business, and to grow a business. Much has happened during the time period of July 1, 2020 through June 30, 2021.

The last half of 2020 continued to be a challenging period for Maryland businesses. During this time, the MMP remained sensitive to the needs of existing Maryland businesses. The needs of the business community was a priority, as the MMP worked alongside the Department of Commerce in promoting the availability of emergency relief grants.

The Open for Business advertising campaign continued to leverage its most successful tactics, while testing new ways to reach the core audience. Concurrently, public relations efforts were in full-swing throughout the year to help promote Maryland beyond its borders, and to showcase the innovation happening throughout the state.

The mission of the Maryland Marketing Partnership has remained as focused as ever, as the world has changed. This report will show innovations in marketing, and perseverance in communications efforts.

Tom Riford, Executive Director

Maryland Marketing Partnership / Overview & Strategy

Created by Chapter 141, Acts of 2015, the Maryland Public-Private Partnership Marketing Corporation, operating under the trade name Maryland Marketing Partnership (Partnership), is a cooperative venture of the state, private businesses, and industry and economic development partners. The Partnership is a body politic and corporate and instrumentality of the state, with the purpose of:

- Creating a branding strategy for the state;
- Marketing the state's assets to out-of-state businesses;
- Recruiting out-of-state businesses to locate and grow in the state; and
- Fostering partnerships that encourage the location and development of new businesses in the state

FY2021 Activities and Meetings

The Board of Directors (Board) met numerous times in FY2021 via virtual conference call:

- **September 9, 2020**
- **December 10, 2020**
- **March 24, 2021**
- **June 15, 2021**

Maryland Marketing Partnership / Advertising Open for Business

Marketing and Communications embraced the theme of “The Year of Innovation.” With most conferences and trade shows going virtual, the team got creative in developing new ways to promote Maryland as a great place to do business and stay in touch with our business community. From creating digital displays to constant digital engagement with our social networks to recording video speeches for Commerce Secretary Kelly M. Schulz, communicating with business was at the forefront of our plans.

Trade Show Outreach

Commerce continued to have a robust and active outreach schedule, although some in-person and live events were halted due to the pandemic. Commerce engaged in numerous virtual conferences, missions, and tradeshow, even reaching audiences internationally. The virtual events encompassed a wide range of industry sectors such as aerospace, cyber, and bioscience. In all, the total number of activities Commerce engaged in for FY21 totaled 36 events reaching over 238,000 attendees. Here is a snapshot of the larger events Commerce participated in:

- The BIO International Conference, also known as BIO Digital, had over 7,000 virtual attendees participate in trending global sessions and educational company presentations while making invaluable networking connections in one-on-one partnering meetings.
- AUVSI Xponential is the global stage for all things unmanned, from modeling and simulation, sensors, energy storage, and UAS mitigation solutions to what is coming over the horizon in AI/ML, 5G, edge computing, and more.
- The SelectUSA Investment Summit promotes the United States as the world’s premier investment destination and connects qualified foreign firms with U.S. economic development organizations to facilitate business investment and job creation.

Connecting With Commerce

The pandemic did not slow down Commerce’s communications team, with a steady stream of news being published in FY21. The department’s announcements helped secure 2,190 segments of news coverage, with an earned media value totaling nearly \$1.1 million. Staff helped prepare Secretary Kelly M. Schulz for nearly 200 virtual, recorded, and in-person events with economic development partners and local organizations,

interviews with media outlets, and more. The team also helped create and deliver more than 180 Secretary’s Citations to local businesses celebrating milestone anniversaries and other accomplishments throughout the fiscal year.

To help tell Maryland’s business story online in FY21, Commerce communications and marketing staff created and wrote more than 100 blog posts hosted on the open.maryland.gov website. Blog post topics range from breaking news announcements to program updates, small business features, and “listicles” that highlight different assets for doing business in Maryland.

This blog content was pushed out daily on Commerce social media accounts, which have amassed a following of more than 47,000. In addition to sharing blog content, a team regularly monitors news and social media for opportunities to engage with partners and provide insightful updates to followers about events and resources. As a result, the accounts (Twitter, LinkedIn, and Facebook) received nearly 25,000 organic engagements in FY21.

Email also continued to be an important tool for reaching audiences with important news and updates. The team deployed more than 120 custom mass emails for a variety of purposes, ranging from COVID-19 grant application alerts to breaking news updates and monthly newsletter updates.

As business started to ramp up, so did marketing outreach efforts. With a renewed focus on innovation, Commerce’s marketing team launched the Maryland Future 20 initiative, which combed the state for Maryland’s 20 most innovative entrepreneurs. Throughout the year, the team featured the Future 20 companies in various ways across social media, blog features, and the Open for Business advertising campaign.



[ACTIVEcharge](#) (Baltimore County) – Provider of blade monitoring hardware and software for wind turbines.

[Aidar Health](#) (Baltimore City) – Healthcare technology company focused on personalized medicine with MouthLab product that provides a rapid overall health assessment.

[Airgility](#) (Prince George’s County) – Developer of unmanned aerial systems to help support defense missions, public safety and commercial sectors.

[Clene Nanomedicine](#) (Cecil County) – Clinical-stage biopharmaceutical company focused on treating neurodegenerative diseases.

[HopFlyt Inc.](#) (Calvert County) – An aerospace company developing an electric Vertical Takeoff & Landing aircraft.

[Infercabulary](#) (Baltimore County) – Education technology start-up that offers a web-based, visual vocabulary and reasoning program that helps students use critical thinking.

[InventWood](#) (Prince George’s County) – Startup developing environmentally-sustainable cellulose products.

[IonQ](#) (Prince George’s County) – Quantum computing hardware and software company taking ion quantum computing from the lab to the marketplace.

[Ion Storage Systems](#) (Prince George’s County) – Technology company that creates batteries that are safer and enhance system performance.

[Live Chair Health](#) (Howard County) – Company with a barbershop appointment booking platform that is also integrating healthcare assessments with barbershop visits.

[Medcura](#) (Prince George’s County) – Medical device company developing a wound care platform for surgical, medical, and consumer applications.

[N5 Sensors, Inc.](#) (Montgomery County) – Electronics company manufacturing high-performance sensors and detectors.

[pathOtrak](#) (Prince George’s County) – Biotechnology company that is developing a rapid detection test for foodborne pathogens, including e.Coli and salmonella.

[Penacity LLC](#) (Anne Arundel County) – Cybersecurity company providing services to the private sector and federal government.

[Relavo](#) (Baltimore City) – Medical device company working on a solution for safer, in-home kidney dialysis.

[Resensys](#) (Prince George’s County) – Technology company with a wireless sensor network to help monitor infrastructure systems against aging and malfunction.

[Silfra Biosystems LLC](#) (Baltimore County) – Start-up that manages fish waste in aquaculture.

[Sisu Global Health](#) (Baltimore City) – Medical device company with an innovative blood-filtering product.

[Theradaptive, Inc.](#) (Frederick County) – Pharmaceutical company focused on regenerative medicine and native tissue repair.

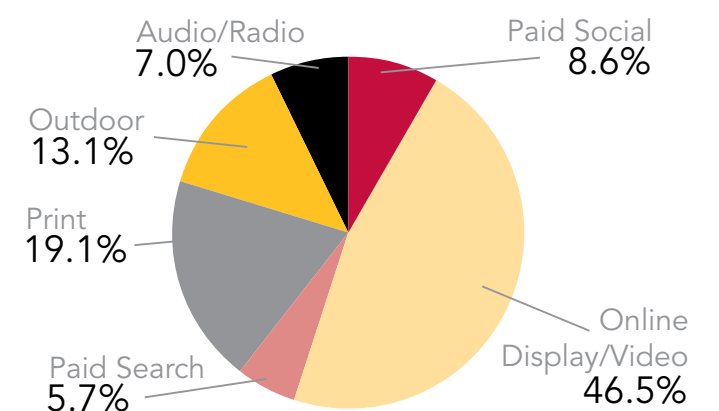
[Vita Therapeutics](#) (Baltimore City) – Cell engineering company developing life-transformative treatments.

Open for Business Campaign

Together with the Maryland Marketing Partnership, Commerce developed a new series of testimonials as part of the Open for Business Campaign. Our ad agency, HZ, conducted video and photoshoots of the CEOs of Airgility (a Future 20 company), Sonavi Labs, and Dragos. From there, print, digital, streaming audio, and video ads were created.

To maintain the state’s branding efforts, advertising was consistent but minimized in late 2020. Beginning in 2021, the campaign ramped up with a \$2.8 million integrated media buy covering business attraction, workforce attraction, and business retention objectives. The plan consisted of ads in print magazines, over-the-top TV/connected TV, streaming radio/podcast sponsorships, email newsletters, and online display/video advertising.

Media Spend by Channel (Cumulative from 2017-2021)



While continuing to run with the core business-related placements that drove good performance in 2020 (Wired, Smartbrief, WSJ and INC), the 2021 plan introduced reach across niche trade publications (SC Media, Data Center Knowledge, Infosecurity, Fierce Biotech, Fast Company, and Genetic Engineering News). To reach the site selector-specific audience, Maryland was also featured heavily in Area Development and Site Selection Magazine. To connect with biotech industry leaders, advertising targeted attendees of the 2021 BIO Virtual International Convention in June. For the workforce attraction effort, ads were placed in places such as LinkedIn, Instagram, and YouTube to reach recent graduates and early career tech workers in key markets.

In terms of digital media, the bulk of the plan was focused on using geographical and behavioral data to target advertising across a variety of sites online. The ads were directed to business owners in key markets who have expressed behaviors online that indicate they are likely to consider a business move (looking at a commercial property, researching relocation, etc). Putting Maryland messages in front of these people helped keep the location top of mind as they created a consideration set. This targeting strategy, paired with continuously refined messages and visuals, is proving to be the most engaging digital advertising tactic used in the campaign to date.

“FINDING STEM TALENT DOESN’T HAVE TO BE DIFFICULT.”

PRAMOD RAHEJA,
CEO AND CO-FOUNDER OF AIRGILITY

For Airgility, a company developing autonomous vehicles designed for disaster response situations, only the best and brightest STEM workers will do. Its affiliation with a University of Maryland incubator has been crucial to finding talent. And that’s just one of the ways being in Maryland helps them thrive.

Get to know Airgility’s story and get to know the talent surrounding them at open.maryland.gov/innovation.

Innovation lives here.



Target Markets for Advertising:

Business Attraction Audience Segment - Philadelphia, San Francisco, Atlanta, Boston, Denver, Raleigh-Durham, San Diego, San Antonio, Austin, Memphis, Fresno, Greenville, Salt Lake City

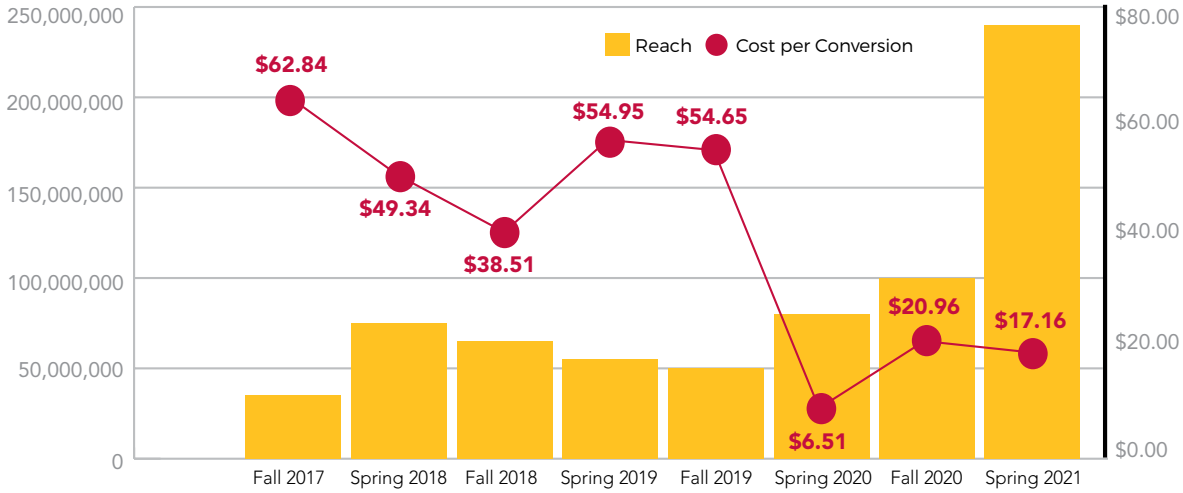
Workforce Attraction Audience Segment - Philadelphia, Dallas, Atlanta, Boston, Tampa, Denver, Charlotte, Raleigh-Durham, San Antonio, Jacksonville, San Francisco, Phoenix/Scottsdale, Seattle

In FY21, the Open for Business campaign reached more than 348 million people and drove 1.9 million visitors to the open.maryland.gov website. Reach has increased over three consecutive flights while the quality of those who visit the website from advertising has held steady and is 73% more efficient than it was when the campaign launched in 2017.



Photo credit: Peterson Cos. / National Harbor

Campaign Reach and Cost-per-Conversion by Season



“HERE FOR SCIENCE AND MEDICINE.”

ELLINGTON WEST,
CEO AND CO-FOUNDER
OF SONAVI LABS

Using AI, Sonavi Labs is re-imagining the stethoscope for the first time in over a century. In their high-tech quest to save lives, this Maryland-based company is surrounded by the things tech startups dream of having in their backyard: top research institutions, STEM professionals, and organizations that have their back.

Innovation lives here.
open.maryland.gov/innovation



“HERE FOR THE CYBER COMMUNITY.”

ROBERT LEE,
CEO AND
CO-FOUNDER
OF DRAGOS

When your mission is to protect the nation’s industrial infrastructure from cyber attacks, you need smart, passionate people behind you. Tapping into Maryland’s cybersecurity talent pool gives Dragos the edge it needs to complete its mission.

Innovation lives here.
open.maryland.gov/innovation





**Maryland Marketing Partnership
Special Supplement | FORBES**
October/November 2021

As of September 30, 2021, the Partnership has received \$7,455,000 in funding from the State since inception (including Commerce grants). Private partner contributions collected to-date total \$5,232,002. State and private sector funding, plus \$262,325 in special revenue (i.e., sponsorships/ticket sales from the 2017 and 2019 Governor's Business Summit) total \$12,989,327.09. Expenses to-date total \$9,388,131.74. The financial report is attached as Appendix F.

Fundraising efforts from **August 2016** through **September 2021** resulted in \$5,232,002 in total commitments from private-sector partners over a six-year period, with \$648,335 committed in fiscal year 2021. A list of Maryland Marketing Partners is attached as Appendix F.

APPENDIX A

BOARD OF DIRECTORS MEETING MINUTES

September 9, 2020 | 2:30 p.m.

VIRTUAL CONFERENCE CALL

Toll Free: (415) 993-2640

Conference Code: 545 333 884#

MEMBERS PRESENT

Karen Cherry, Chair
Aaron Tomarchio
Angela Sweeney
Capt. Eric Nielsen
Sen. Cheryl Kagan
Henry Fawell
Julian Boykin
Justin Meighan
Secretary Kelly Schulz
Laura Van Eperen
Leonard Raley
Stuart Page
Tom Sadowski

MEMBERS ABSENT

Del. Kris Valderrama

MMP STAFF

Tom Riford
Robert Scherr

COMMERCE STAFF

Sherri Diehl
Carolyn Hammock
Liz Fitzsimmons
Lutisha Williams
Signe Pringle

I. CALL TO ORDER / ROLL CALL

Meeting was called to order by Chair Karen Cherry at 2:30 p.m. Robert Scherr called the roll for attendance. Quorum was established.

II. ADMINISTRATIVE ITEMS

a. Approval of the Minutes of April 20, 2020 Meeting

Chair Karen Cherry asked for a motion to approve minutes from April 20, 2020. Ms. Laura Van Eperen moved to approve the minutes. Ms. Angela Sweeney second. No opposition. Minutes approved and accepted.

b. Financial Report

The financial update presented by Mr. Leonard Raley for the period ending on June 30, 2021. They are as follows:

Revenue

Total partner contributions paid in FY2020 \$ 557,000

Expenses

To date, FY20 expenses paid for media \$1,575,426
placements, research, web development,
the Business Summit (September 2019)
and VIP reception.

Expenses Planned

The remaining expenses for FY2020 include
approximately \$900,000 of the \$1.8 million in
the Media Plan through June 2020

c. Executive Director's Report

Immediately following the financial report, Chair Karen Cherry asked for remarks from Executive Director Tom Riford. Mr. Riford mentioned two very productive MMP Town Hall meetings that were held in July. Due to COVID-19 pandemic, he expressed to the Board that we had to pause some of the marketing efforts and a complete marketing report will be provided at a later date. He also shared that one of the highlights during this time of the pandemic, a new public service announcement campaign ran called "Masks on Maryland" through the MD Office of Tourism that worked synergistically with the MD Department of Health campaign.

As it relates to the budget, there has been a lot of challenges which has impacted our partners and companies throughout Maryland, Mr. Riford expressed. He stated that the MMP is now more important than ever in an effort to try and help the business community and the economic climate by attracting businesses to Maryland. Mr. Riford also mentioned that the organization has officially hired a new public relations firm, Abel Communications. Mr. Riford provided some quick updates:

- The Office of Tourism helped to coordinate “International Underground Railroad Month,” which kicked off on September 1, 2020.
- All Welcome Centers reopened on September 2, 2020
- New Tourism website officially launched on September 3, 2020

In conclusion, Mr. Riford shared that the Maryland State Arts Council (MSAC) completed \$3 million of emergency grants funding for various art organizations.

d. Partnership and Contract Updates

Corporate Partnership Manager, Robert Scherr provided the following updates:

Secured 2020 partnership renewals - \$1,408,000 over three years

Whiting – Turner	\$500,000
Peterson Companies	\$253,000
Transamerica	\$250,000
MEDCO	\$150,000
Howard Hughes	\$100,000
T. Rowe Price	\$100,000
Bozzuto	\$ 30,000
Merritt Companies	\$ 25,000

In-process 2020 renewals (commitment, but unsigned agreement)

Legg – Mason/Franklin Templeton	\$100,000
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Remaining 2020 renewals - \$635,000

Tradepoint Atlantic – indication of non-renewal. Reduction requested.	
Clark Construction	Past Due
M&T Bank	Past Due
Wexford Science & Technology	October
Royal Farms	October
H&S Bakery	November
H&S Properties	November

Estimated 2020 Losses (Non-Renewals) - \$860,000

Non-Renewals

McCormick & Company
CyberCore Technologies
Miles & Stockbridge
Alban CAT
Kelly & Associates
Harkins Builders
Donohoe

Reduction of Partnership Levels

Bozzuto
Howard Hughes
Tradepoint Atlantic

2020/2021 Pipeline

Soft Solicitation began in August

2021 Renewals - \$20,025,000

BGE
Brown Advisory
CISCO
Howard Bank
Kaiser Permanente
MedStar Health
Perdue Farms
St. John Properties
UMMS
WR Grace
Weller Development

2022 Renewals - \$305,000

Bozzuto
Ellin & Tucker
Morgan Stanley
USM

e. Abel Communications

Mr. Riford introduced the Board’s new public relations firm (Abel Communications). The President of Abel, Ms. Gina Richmond expressed gratitude for the opportunity to work with the MMP and promote the State of Maryland. Ms. Richmond introduced the team who will be MMP’s point of contact. They are: Ms. Gina Richmond (Strategist), Ms. Lorianne Walker (Account Lead) and Ms. Allison Beres (Account Support).

She expressed that the program goals would focus on:

- Increase National Awareness
- Highlight Maryland Businesses
- Promote Maryland’s Key Industries
- Serve as an Extension of the MMP Team

The scope of work that the agency will do is help MMP reach its goal through a targeted high-impact communications program that resonates with corporate decision makers and influencers. She expressed that the PR program is to include the following elements:

- Research & Planning
- National Media Relations
- Account Planning & Strategy

The timeframe of July 1, 2020 through December 31, 2020 (6- months). The key themes Ms. Richmond communicated were:

- How Maryland became the center COVID-19 fight
- Five factors that will determine where people lived – post COVID
- A strategic regional office location – optimizing your search
- Maryland: the Emerging East Coast Tech Epicenter
- Women/Minority business support & leadership

Lastly, she mentioned that the media relations program will generate strategic, meaningful coverage about the State of Maryland and its commitment to helping companies grow and prosper.

f. Marketing Report

HZ representative, Rebecca Yatovitz expressed to the Board that the agency removed all things hinging on the audiences being in a specific location (BWI, Simplifi, Wilkins and Ravens). All of these platforms have had great successes in the past, but because people were being quarantined due to COVID-19, bans on travel and with no large group gatherings, the decision was made to forego these buys as the foot traffic would not be as high volume to warrant the money spent.

In addition, she mentioned that online display and WSJ newspapers were paused in the spring. However, print media continued as is. According to HZ representative, Maria Kimball, in the spring, a Tech Work-force targeted audio campaign through Pandora was launched; one event-targeted campaign for RSA San Francisco, testing messaging GDN and YouTube and ran in various print publications. Overall, Ms. Kimball stated that these few tactics performed strongly. As expected, Google search generated the highest conversion rate, while GDN drove the greatest reach. The RSA campaign outperformed the campaign for the same event in 2019.

It was also shared that the campaign parameters for the Fall Media Campaign would run September 2020 through December with emphasis on September through November. The audience would consist of business

owners, C-Suite Executives and Site Selectors. The cost associated with this effort is over \$1 million to be allocated between in-state retention, out-of-state attraction and workforce efforts.

g. BIO 2021 Trade Show and MMP

According to Assistant Secretary Signe Pringle, the BIO International Convention has been postponed to June 14 – 17, 2021 due to the COVID-19 pandemic. She shared that the BIO International Convention is one of the largest gathering of the life sciences industry in the world. Each year 15,000 – 20,000 biotechnology and pharma leaders as well as over 1,800 exhibitors from the US and 65 other countries participate in four days of programming, networking and partnering. A request was made that Commerce and the MMP enter into an Inter-Agency Agreement, in which MMP would oversee the branding, pavilion execution, and complementary marketing (digital, ads, signage), and assist with developing new sponsorship opportunities to offset the costs.

Estimated Cost Breakdown is as follows:

Leasing of 2000 Sqft @ \$46 from BIO	\$ 92,000
Vendor estimate to design and build-out leased space	\$300,000
Recoup estimate from pavilion exhibitors For paid booth space (minimum of 16 exhibitors@ \$8,500 each)	\$136,000
Networking events	\$ 15,000

The MMP Board of Directors voted to approve the recommendation that MMP enter into an Inter-Agency Agreement with Commerce to full support the BIO 2021 show, with additional information and final costs being gathered.

III. UPDATE: SECRETARY KELLY SCHULZ

Secretary Kelly Schulz provided an update on Commerce’s COVID-19 Business Assistance Program, in which approval of \$95 million in grants of up to \$10,000 to more than 9,300 business.

- Contracts executed with 5,012 businesses for the \$50 million first round, including more than 230 non-profits.
- Contracts sent to 4,361 for-profit businesses for the \$45 million second round.
- Another 569 non-profit applications – totaling \$5.59 million have been certified for DHCD’s program.

Secretary Schulz added that Commerce awarded nearly \$75 million in loans of up to \$50,000, in which contracts were sent to 1,640 businesses. There were \$3.8 million in manufacturing grants of up to \$100,000 approved for 53 businesses – established Maryland Manufacturing Network.

Also, \$1 million in MSAC grants provided to 64 arts organization and 61 independent artists. She also mentioned that another \$3 million is being awarded to artists, organizations, A&E District managers, and county arts agencies. According to Secretary Schulz, \$5 million in emergency funds for MSBDFA loans – 24 applications totaling \$1,677,500 have been approved as of 8/21/2020.

APPENDIX B

BOARD OF DIRECTORS MEETING MINUTES

December 10, 2020 | 3:00 p.m.
VIRTUAL CONFERENCE CALL
Toll Free: (315) 904-1069
Conference Code: 829 862 231#

MEMBERS PRESENT

Karen Cherry, Chair
Laura Van Eperen, Vice Chair
Aaron Tomarchio
Angela Sweeney
Capt. Eric Nielsen
Julian Boykin
Justin Meighan
Leonard Raley
Stuart Page
Tom Sadowski

MEMBERS ABSENT

Henry Fawell
Sen. Cheryl Kagan
Del. Kris Valderrama

MMP STAFF

Tom Riford
Robert Scherr

COMMERCE STAFF

Sherri Diehl
Liz Fitzsimmons
Lutisha Williams

IV. ADJOURNMENT

The business meeting adjourned at 4:15 p.m. The next meeting is scheduled for December 2020, exact date TBD.

I. CALL TO ORDER / ROLL CALL

Meeting called to order by Chair Karen Cherry at 3:00 p.m. Executive Director

Tom Riford called the roll for attendance. Quorum was established.

II. ADMINISTRATIVE ITEMS

a. Approval of Minutes from September 9, 2020 Meeting

Chair Karen Cherry asked for any comments and a motion to approve minutes from September 9, 2020. Ms. Angela Sweeney moved to approve the minutes. Mr. Eric Nielsen second. No opposition. Minutes approved and accepted.

b. Financial Report

The financial update presented by Mr. Leonard Raley for the period ending on November 30, 2020. They are as follows:

Revenue	
Total partner contributions paid in FY2020	\$ 557,000
Total partner contributions paid in FY2020	\$ 183,334
Expenses	
To-date, expenses for media placements, research, web development, etc.	\$ 719,736
To-date, ending balance:	\$4,103,439
Expenses Planned	
FY2021 major planned expenses include \$1.8 million in the media plan and \$300,000 for BIO International Convention 2021 through June 2021. Commerce will transfer funds via a grant agreement for costs associated with BIO International. An additional project discussed at the last meeting, \$25,000 estimated for Forbes advertising project to produce special Maryland insert.	
Total Media Expenses (FY2021) to-date:	
	\$648,553

Chair Karen Cherry asked for a motion to approve the financial report. Ms. Laura Van Eperen moved to approve the financial report. Mr. Julian Boykin second. No opposition. Financial report approved and accepted.

c. Secretary of Commerce Remarks

Immediately following the financial report, Chair Karen Cherry asked for remarks from Executive Director Tom Riford on behalf of Secretary Kelly Schulz who extends a special "Thank You" to all the partners for their continue support in marketing Maryland. Also, a "Thank You" to those who attended the October 21st MMP Reception with Governor Larry Hogan. Last week, the Governor announced that he has mobilized a medical staffing surge to help save lives and to prevent over burdening the State's health care system, which include efforts to hire Marylanders with a clinical background (tapping into Colleges and Universities to allow health care students to get work sooner and in some cases academic credit for hands-on work in the health care industry.

Also, last week, due to the state regulations, bars and restaurants were to close from 10 p.m. to 6 a.m. Capacity to religious facilities, stadium are down by 50% - limited to 250 people. These are some of the necessary steps the Governor has taken. The Governor is also prohibiting visitation at hospitals and restricting visitation at nursing homes. Maryland is also requiring more testing for staff and residents at nursing home facilities. Also, doubling the number of rapid response teams that the state can deploy to the hotspots to help with triage and to help support medical staffing needs.

Secretary Schulz stressed the severity of this pandemic. She stated that unfortunately, many citizens of this state and across the country are not taking this serious. It is forcing Maryland to take action. Governor Hogan announced at the end of October that he is putting another \$250 million into Maryland COVID-19 efforts. The funds were broken down in very specific ways, which include funding to help businesses. \$50 million was allocated to restaurants. The Department allocated the funds to the counties and Baltimore City so they could distribute the grants to businesses. Each county's share was proportional for restaurants and estimates in each jurisdictions.

Commerce is also providing \$2 million to local DMOs (Destination Marketing Organizations) so those tourism offices can further market and promote their local attractions, local retail facilities and their local restaurants. The Maryland State Arts Council received \$3 million and who have been accepting applications from art organizations, independent arts etc. Organizations have, however, experience losses due to canceled events because of COVID. Hundreds of arts organizations have benefited from the State's Emergency Relief Funding of grants to date. Other money of \$50 million that the Department of Commerce Small Business COVID-19 Relief Grant fund provided over 9,600 grants of up to \$10,000 to Maryland Small businesses over the first two rounds of funding. The initial round of \$50 million included grants to over 200 non-profit organizations – another 557 non-profit organizations who applied to the program were approved for grants though DHCD non-profits initiative. The additional funding received will clear up the back log of grant applications, which means the state allocated

funding to over 15,000 applicants. The final number will be forthcoming.

There is also another \$5 million made available through MIDBFA which brings the total of COVID-19 relief package in that program to \$10 million. Finally, the Governor has set aside an additional \$1 million for rapid relief response funding for small businesses. This will allow the state to deploy these extra funds quickly as the pandemic is creating additional need. Last month, Governor Hogan announced Maryland Future 20, which is a list of innovative companies as part of the innovative uncovered initiative. There were a 125 nominations from all across Maryland. Secretary Schulz expressed that she is pleased with the efforts of Commerce to promote Maryland's strong and innovative industries.

d. Marketing Report

HZ representatives focused attention on Maryland innovation as well as showcasing successful entrepreneurs. The campaign will roll out general awareness messaging, especially focusing on the fact that Maryland has an incredible pool of talent which is a major factor for businesses looking to relocate.

Creative Ideas for 2021

The goal is to highlight innovations taking place across the State. The reasons for incorporating innovation/ testimonials for spring 2021 is to:

- To expand the "Innovation Uncovered" initiative launched in 2020.
- To showcase Maryland's strongest assets, including Maryland's educated workforce, federal research and related opportunities and universities.
- To better, tell Maryland's story to an out-of-state audience by showcasing leading innovators.

Ron Thompson talked about "Innovation for All," which is an umbrella that can encompass every innovative theme, feature, and advantage we want to highlight. He expressed that it provides a broad platform to talk about innovation and showcase innovators, including using testimonials which will create the sense that in Maryland innovations happen across a wide range of industries and empower a broad, diverse group of people. Industry companies, such as: Sonavi Labs, Dragos and Emergent Bio Solutions.

As it relates to the media plan, the goal is to improve Maryland's business image by lifting brand awareness and increasing positive perception of Maryland as a business location. The objective is to increase awareness, site engagement, and lead actions on the open.maryland.gov website – reaching the general business, IT/Cybersecurity, biotech, and workforce audiences. It was mentioned that the advertising campaign parameters would focus on timing, budget, the audience and geographical areas.

- Timing (January – December 2021) with emphasis on March to mid-June and September through November

- Budget - \$2,000,000 + outstanding 2020 spend, which is to be allocated between in-state, out-of-state and workforce efforts
- Business owners, C-Suite Executives and Site Selectors are the target audiences (70% of total budget will be directed at General, IT/Cybersecurity and Biotech audiences – 25% of the is focus on Workforce)
- Geographical areas consist of in-state and various key states

Digitally, according to HZ team, Maryland will appear across several different top-funnel environments around the web to maximize overall campaign reach and time-on-site conversions. 2021 will continue to expand the use of display banners (both high-impact and standard) and digital audio/podcasts to reach millions within our target audience. Ad placements will reach Maryland’s audience of executives within key industries by using either specific niche audience data segments or more broadly, on contextually relevant publication websites. Also, Maryland will utilize Connected TV (CTV) to digitally target the audience to reach them as they stream their favorite TV programs. It will consist of 15 and/or 30 second TV spots. CTV runs only during full episodes through Smart TVs, Smart Sticks, gaming consoles, and apps.

HZ team expressed further that one of the best ways to position Maryland as a thought leader is to align the stat’s message with leading industry specific publications. These trade publications have been selected because they are the most well-read within their respective industries. Through eNewsletters, website banner ads, webinars, and sponsored content. As it relates to conferences, HZ reported that the majority of conferences have been moved to virtual events due to the pandemic – Maryland will pivot from geo-targeted and in-person sponsorships to contextual targeting and direct virtual sponsorships. Conferences such as: BIO International Convention, RSA Conference and other key industry events. It was mentioned that MMP will continue running ads in print publications as in 2020, focusing on relevant issues, such as: The Wall Street Journal’s Healthcare Tech, C-Suite, and Cybersecurity issues. Inc’s INC 500 issue and WIRED’s Best Workplaces for Innovators issue. These four publications work to reach business executive and entrepreneurs.

Executive Director Tom Riford open the floor for questions. Ms. Van Eperen commented on the diversity of the workforce. Chair Karen Cherry asked for a motion to approve and accept the marketing report from HZ, which include ad buys. Ms. Van Eperen moved to approve the marketing report. Ms. Sweeney second. No opposition. Marketing report approved and accepted.

e. Abel Communications

Abel Communications team shared with the Board several program goals, which are: (1) Increase national awareness, (2) Highlight Maryland businesses, (3) Promote Maryland’s key industries, and (4) Serve as an extension of the MMP Team.

The idea is to publicize Maryland as a great place to do business, focusing on its business assistance, business savvy and optimal location. Promote the case studies and success stories of Maryland businesses and business leaders. Also, promote the case studies and success stories of Maryland businesses and business leaders; establish Maryland as a hub for the key industry clusters of Aerospace & Defense, BioHealth & Life Sciences, and Cybersecurity & IT as well as supporting the marketing team.

Abel Communications team talked about media highlights in Pharmacy Times and GEN (Genetic Engineering & Biotechnology News). As it relates to pending placements, NPR broadcast feature, ‘Exploring Companies & Programs empowering women in construction and trades with a focus on Clark Construction. The Washington Post by line “Five Factors that will influence where people live and work post COVID.” In regard to media relationships, the agency is in communication with the Wall Street Journal, Forbes, Modern Healthcare, NPR, AP and Axios.

In their initial phase of the 6-month contract, Abel Communications team had the opportunity to connect with some of the MMP partners. As of December 6, 2020 another 6-month contract has been extended.

f. Partnership and Contract Updates

Corporate Partnership Manager, Robert Scherr provided the following updates:

Secured 2020 partnership renewals – \$1,408,000 over three years

Whiting – Turner	\$500,000
Peterson Companies	\$253,000
Transamerica	\$250,000
MEDCO	\$150,000
Howard Hughes	\$100,000
T. Rowe Price	\$100,000
Bozzuto	\$ 30,000
Merritt Properties	\$ 25,000

Remaining 2020 renewals – \$635,000

Wexford Science & Technology
Royal Farms
H&S Bakery
H&S Properties

Estimated 2020 Loses (Non-Renewals) – \$860,000

Alban CAT
CyberCore Technologies
Donohoe
H&S Bakery
Harkins Builders
Kelly & Associates
McCormick & Co.
Miles & Stockbridge
• Reduction of partnership level
Bozzuto
Howard Hughes
Tradepoint Atlantic

2020/2021 Pipeline

Soft solicitation began in August
Route One Apparel

2021 Renewals – \$2,025,000

BGE
Brown Advisory
CISCO
Howard Bank
Kaiser Permanente
MedStar Health
Perdue Farms
St. John Properties
UMMS
WR Grace
Weller Development

In-process 2021 renewals (commitment, but unsigned agreement) - \$100,000

Legg – Mason/Franklin Templeton – \$100,000

2022 Renewals – \$305,000

Bozzuto
Ellin & Tucker
Morgan Stanley
USM

Overall, in terms of 2021 renewals, things are looking relatively good. Companies in the pipeline are looking good as well. Executive Director Tom Riford mentioned that Mr. Robert Scherr’s contract has been renewed for another year.

g. Executive Director’s Report

Mr. Riford reminded the Board of the 2020 Annual Report requiring final approval. Chair Karen Cherry asked for a motion to approve the annual report. Ms. Sweeney moved to approve the Executive’s Report. Mr. Tomarchio second. No opposition. Annual Report approved and accepted.

III. NEW BUSINESS AND QUESTIONS

There was no new business to discuss and no questions from the Board. However, Mr. Sadowski mentioned that there would be a UMMS launching of a public health hearing.

IV. ADJOURNMENT

The business meeting adjourned at 4:25 p.m. The next meeting is scheduled for April 2021. Exact date TBD.

APPENDIX C

BOARD OF DIRECTORS MEETING MINUTES

March 24, 2021 | 2:30 p.m.
VIRTUAL CONFERENCE CALL
Toll Free: (315) 904-1069
Conference Code: 829 862 231#

MEMBERS PRESENT

Karen Cherry, Chair
Aaron Tomarchio
Angela Sweeney
Capt. Eric Nielsen
Julian Boykin
Justin Meighan
Leonard Raley
Stuart Page
Tom Sadowski
Secretary Kelly M. Schulz

MEMBERS ABSENT

Henry Fawell
Sen. Cheryl Kagan
Del. Kris Valderrama

MMP STAFF

Tom Riford
Robert Scherr

COMMERCE STAFF

Sherri Diehl
Carolyn Hammock
Liz Fitzsimmons

I. CALL TO ORDER / ROLL CALL

Meeting was called to order by Chair Karen Cherry at 2:30 p.m. Executive Director Tom Riford called the roll for attendance. Quorum was established. Karen Cherry welcomed everyone, especially the new Partners.

II. ADMINISTRATIVE ITEMS

a. Approval of Minutes from December 10, 2020

Chair Karen Cherry asked for any comments and a motion to approve the minutes from December 10, 2020. Mr. Aaron Tomarchio moved to approve the minutes. Mr. Julian Boykin second. No opposition. Minutes approved and accepted.

b. Financial Report

The financial update presented by Mr. Leonard Raley for the period ending on February 28, 2021. They are as follows:

Revenue	
Total partner contributions paid in FY2020:	\$572,000
Partner contribution paid in FY2021 (to-date):	\$183,334
Grant transferred from Commerce for web and advertising projects including Forbes insert and advertising to extend reach to site consultants	\$1,000,000
Expenses	
To-date, expenses for media placements, research, web development, etc.	\$ 719,736
To-date, ending balance:	\$4,103,439
Expenses Planned	
FY2021 major planned expenses include \$1.8 million in the media plan and \$300,000 for BIO International Convention 2021 through June 2021. Commerce will transfer funds via a grant agreement for costs associated with BIO International. An additional project discussed at the last meeting, \$25,000 estimated for Forbes advertising project to produce special Maryland insert.	
Total Media Expenses (FY2021) to-date:	\$1,067,236

Chair Karen Cherry asked for a motion to approve the financial report. Mr. Sadowski moved to approve the financial report. Ms. Sweeny second. No opposition. Financial report approved and accepted.

c. Executive Director's Report

Immediately following the financial report, Chair Karen Cherry asked for remarks from Mr. Riford who thanked the Board members and MMP partners for attending the Board Meeting call. He expressed appreciation for the large Port Covington ground-breaking event that was held earlier that day for the 1.1 million square foot project. Therefore, creating tens of thousands new jobs and hundreds of millions of dollars of economic impact. The Governor attended and spoke as did Secretary Schulz (virtually).

Mr. Riford thanked Mr. Raley for the financial report and expounded on the current positive position of the MMP. He also mentioned the Forbes Magazine project and that a PDF file explaining the Forbes advertising opportunities being sent to all MMP partners and board members. He also mentioned that at this point in time, one year after the COVID State of Emergency began, he had recently signed the largest marketing contract in the history of the MMP. HE said that Ms. Sherri Diehl's marketing team and HZ advertising agency will be providing an in-depth report on ongoing and planned marketing and advertising. Mr. Riford also explained the PR efforts that have been happening - are ongoing. He said that Greg Abel's of Abel Communications, will be providing a significant update. Mr. Riford reported that there has been many new "pitches" to potential member and several members have renewed their partnerships with MMP. He said that Mr. Scherr provide updates.

The upcoming Maryland Day event is being assisted by the MMP (through financial support of the hour long video being broadcast on March 25th). There has been a significant archeological find at Historic Saint Mary's City. Governor Hogan and many other officials are presenting in the video. Mr. Riford continued by explaining that the email he will be sending will explain the Maryland Business Climate Survey. He urged all MMP Partners and Board Members to look out for it and consider the sponsorship opportunity. He also mentioned in closing that the MMP Newsletter would be coming out after the board meeting.

d. Partnership and Contract Updates

Mr. Scherr presented the following updates on MMP Partners. They are as follows:

Secured 2020 partnership renewals - \$1,408,000 over three years	
Whiting - Turner	\$500,000
Peterson Companies	\$253,000
Transamerica	\$250,000
MEDCO	\$150,000
Howard Hughes	\$100,000
T. Rowe Price	\$100,000
Tradepoint Atlantic	\$100,000
M&T Bank	\$ 75,000
Clark Construction	\$ 50,000

Bozzuto	\$ 30,000
Merritt Companies	\$ 25,000

2020 losses - \$1,085,000

Non-renewals
Alban CAT
CyberCore Technologies
Donohoe
H&S Bakery
Harkins Builders
Kelly & Associates
McCormick & Co.
Miles & Stockbridge
Royal Farms
Wexford Science & Technology

Reduction of partnership level
Bozzuto
Howard Hughes
Tradepoint Atlantic

New 2020 Partnerships

Maryland Energy Advisors	\$ 15,000
Route One Apparel	\$ 15,000

New 2021 Partnerships

Eastern Watersports	\$ 15,000
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2021 losses - \$150,000

Howard Bank
MedStar Health

In-process/on-going 2021 renewals - \$100,000 (commitment, but unsigned agreement)

Legg Mason/Franklin Templeton	\$100,000
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2021 Pipeline

Becton - Dickinson (BD)
Northrop Grumman
Heavy solicitation moving forward

2021 renewals - \$1,925,000

BGE
Brown Advisory
CISCO
Kaiser Permanente
Perdue Farms
St. John Properties
UMMS
WR Grace
Weller Development

2022 renewals – \$305,000

Bozzuto
Ellin & Tucker
Morgan Stanley
USM

e. Abel Communications (PR Report)

Mr. Riford introduced Greg Abel of Abel Communications. Greg Abel spoke and gave a short recap of efforts to date. Following that, he introduced Lorianne Walker who presented several slides and provided an update on efforts so far. Twenty-two Maryland companies have been interviewed to date and several articles and newsletters have been the result from ongoing PR effort. Several MMP members including Tradepoint Atlantic and other have been featured. Also, Site Selection Magazine is producing a Maryland piece, which is being coordinated by Abel Communications and Commerce’s Dr. Ulyana Desiderio is interviewed along with JHU and USM representatives. The topic is biosciences and vaccine production in Maryland. Ms. Walker covered the highlights, story themes and angles, the ongoing pitches, and a listing of several successful articles and published pieces. She also reiterated the PR effort’s goals.

Increase National Awareness

Publicize Maryland as a great place to do business, focusing on its business assistance, business savvy and optimal location.

Highlight Maryland Businesses

Promote the case studies success stories of Maryland businesses and business leaders.

Promote Maryland’s Key Industries

Establish Maryland as a hub for the key industry clusters of Aerospace & Defense, BioHealth & Life Sciences, and Cybersecurity & IT.

Serve as an Extension of the MMP

Act as an extension of the MMP marketing team, adding depth, energy and ideas.

f. Marketing Report

Ms. Carolyn Hammock of the Department of Commerce’s marketing team discussed several efforts to date. HZ representatives have been working through the new 2021 marketing planning, digital ad placements, print ad placements and video efforts. The plan includes Maryland innovation as well as showcasing successful entrepreneurs. The campaign is rolling out general awareness messaging, especially focusing on the fact that Maryland has an incredible pool of talent which is a major factor for business looking to relocate. Nicole Tapiero from HZ discussed the many new ads. These include:

- Creative
- Videos
- Print Ads

- Digital Ads & Banners
- Media

Also, the HZ team discussed the Forbes Magazine project update. The team showed a 2021 flow chart and discussed new efforts with the Open for Business website, including the new interim landing page and the ongoing website audit & updates.

Ongoing Creative Planning for 2021

2021 Media Plan Highlights

Continue running core business related direct buy placements that drove good performance in 2020 (Wired, Smart Brief, WSJ and INC);

Introduce additional niche trade publications to reach the industry segments (SC Mag, Data Center Knowledge, Infosecurity, Fierce Biotech, Fast Company and GenMag);

Continue to run with area development and Site Selection at higher budget levels to extend reach to the Site Selector segment;

Test two new programmatic vendors reaching our target audience through a mix of display, streaming audio, and OTT/CTV (over the top TV/Connected TV);

Surround the 2021 Bio.org Virtual International Convention to reach key Bio-Industry leaders;

Increase buys with Google and YouTube due to positive performance in 2020; and

Signed on with Forbes for a custom supplement about Maryland with opportunities to sell ads to partners

MMP Media Plan

As it relates to the media plan, the goal is to improve Maryland’s business image by lifting brand awareness and increasing positive perception of Maryland as a business location. The objective is to increase awareness, site engagement, and lead actions on the open.maryland.gov website – reaching the general business, IT/Cybersecurity, biotech, and workforce audiences.

Mr. Riford open the floor for questions. Chair Karen Cherry thanked the MMP team and HZ for the marketing report from HZ.

III. SECRETARY OF COMMERCE UPDATE

Secretary Kelly Schulz provided the MMP partners and Board Members an update from the Department. She thanked the entire team for taking on multi-jobs and multi-tasks. She touched on the latest emergency grants which Commerce is undertaking as per the Relief Act of 2021. The Department of Commerce is involved and helping manage a significant number of emergency grants. It has been very busy all during the COVID State of

Emergency. Some of these are directly with applicants, some are pass-through opportunities to the local counties/jurisdictions. These include:

- Small Business Grants (those companies that don’t pay sales and use tax);
- Restaurant and Caterers Grants;
- Lodging/Accommodations Grants;
- Small MBE and Women Owned Business Grants;
- Telework Assistance Business Grants;
- Commuter and Shuttle Business Grants;
- MSAC Emergency Grants for Artists and Organizations (only FYI over 750 entities have started their applications and over 465 have completed applications); and
- Destination Marketing Organizations Grants

Also, the Secretary said as of today, Commerce has helped distribute \$800 million in emergency grants. The new bipartisan legislation provided more grants for Maryland’s businesses and families. In addition, there are \$180 million in new grants being passed through to the local jurisdictions. She stressed that the MMP and its partners are more important now, as the economy is beginning to revive. She said that the MMP is spending more money than ever on marketing and also is highlighting a very diverse number of industries.

IV. MEMBERS/OPEN UPDATES

Chair Karen Cherry gave the floor to all MMP Board Members and partners for any updates or comments. Scott Dorsey mentioned the new Merritt Properties project, which includes the renovations to the former Allison Transmissions plant in White Marsh, which will create up to 100 new businesses there and about 1,500 new jobs. Secretary Schulz also praised the Port Covington groundbreaking project. Mr. Riford shared the Public Health Challenge, which were completed by USM, and that he was pleased to assist with the judging of the large number of PSAs submitted by students and past students.

V. NEW BUSINESS

Mr. Sadowski asked about sharing stories to help with additional Public Relations. Mr. Riford and Ms. Hammock said that stories can be shared, and to ensure that any social media posts are tagged with appropriate information. (Tom sent out to the board and MMP Partners the “how to share stories” guide following the meeting). No other new business was shared.

VI. ADJOURNMENT

The business meeting adjourned at 3:52 p.m. The next meeting is scheduled for June 2021, exact date TBD.

APPENDIX D

BOARD OF DIRECTORS MEETING MINUTES

June 15, 2021 | 2:00 p.m.
VIRTUAL CONFERENCE CALL
Toll Free: (315) 904-1069
Conference Code: 829 862 231#

MEMBERS PRESENT

Karen Cherry, Chair
Angela Sweeney
Capt. Eric Nielsen
Henry Fawell
Julian Boykin
Justin Meighan
Leonard Raley
Stuart Page
Tom Sadowski
Secretary Kelly M. Schulz

MEMBERS ABSENT

Aaron Tomarchio
Laura Van Eperen
Sen Cheryl Kagan
Del. Kris Valderrama

MMP STAFF

Tom Riford
Robert Scherr

COMMERCE STAFF

Sherri Diehl
Lutisha Williams
Carolyn Hammock
Liz Fitzsimmons

I. CALL TO ORDER / ROLL CALL

Meeting was called to order by Chair Karen Cherry at 2:00 p.m. Executive Assistant Lutisha Williams with the assistance of Mr. Tom Riford called the roll for attendance. Quorum was established. Karen Cherry welcomed everyone.

II. ADMINISTRATIVE ITEMS

a. Approval of Minutes from March 24, 2021 Meeting

Chair Karen Cherry asked for any comments and a motion to approve minutes from December 10, 2020. Mr. Aaron Tomarchio moved to approve the minutes. Mr. Julian Boykin second. No opposition. Minutes approved and accepted.

b. Financial Report

The financial update presented by Mr. Leonard Raley for the period ending on May 31, 2021. They are as follows:

Revenue	
Total partner contributions paid in FY2020:	
\$572,000	
Partner contributions paid in FY2021 (to-date):	\$800,001
Expenses	
To-dates, expenses for media placements, research, web development, etc.	
\$1,697,995	
To-date, ending balance:	
\$4,712,863	
Expenses planned	
FY2021 major planned expenses include \$2.5 million in the media plan. Google and social advertising is projected to be \$775,000	
Total Media Expenses (FY2021) to-date:	\$1,303,569

Chair Karen Cherry asked for a motion to approve and accept the financial report. Mr. Sadowski moved to approve the financial report. Mr. Boykin second. No opposition. Financial report approved and accepted.

III. SECRETARY OF COMMERCE UPDATE

Secretary Kelly Schulz provided the MMP Partners and Board Members an update from the Department of Commerce. She thanked the partners for their continued support. As it relate to the COVID State of Emergency, she communicated to the Board that the Governor has lifted it effective July 1, 2021. In regard to the COVID 19 Relief Program, the Department of Commerce has been working in the last year, which was focused primarily on small business assistance. All funds should be distributed by June 30, 2021. These were the funds allocated to Commerce and other agencies in response to the Governor’s Relief Act of 2021, which was the Governor’s premier legislation and a bipartisan effort. This relief included \$10 million, specifically for grants up to \$9,000 according to Secretary Schulz for businesses that did not collect sale and use taxes, served to compliment sale and used tax credits for (Restaurant and Hotels).

There was also grant assistance to businesses in the amount of \$500,000 for online sales or to help their employees to telework and there will be additional \$5 million allocated in FY2022 to continue to supplement those businesses who want to do business in a different way. The restaurants, hotels and telework funds were distributed to all 23 counties and Baltimore City. All funds have to be distributed by June 30, 2021. The Relief Act also provided \$5 million for additional funding to the Arts organizations and individual artist. Also, \$8 million to support commuter and shuttle bus services. VOT

businesses assistance program funds in the amount of \$10 million is being allocated.

Funding was also made available for the tourism marketing efforts by utilizing the Destination Marketing Offices (DMO). She mentioned that last month an announcement was made regarding ALUM, and Australian. This firm is opening a new facility in Frederick Maryland. They are projecting to create more than 1500 new jobs. Capital Electric is expanding its headquarters in Prince George’s County and the opening of 3 new foreign trade offices in the United Kingdom, France and Germany.

The Maryland Film Office has recently announced two major films and TV projects coming to Maryland – HBO: “We Own This City” and another project called “The Spook Who Sat by the Door” by Disney/FX. The return on investment for those filming opportunities is really significant for our local jurisdiction. Without hearing any questions for Secretary Schulz, Chair Karen Cherry proposed that the next MMP Board meeting in September be held in-person. Board members agree.

IV. MARYLAND BUSINESS CLIMATE SURVEY UPDATE

Mr. Christopher Summers introduced Dr. Richard Clinch, Director of the Jacob France Institute at the University of Baltimore provided background information of the Maryland Business Climate Survey (MBCS). Dr. Clinch communicated that the MBCS performs quarterly survey of 250 businesses – annual survey of 1,000 businesses. Leading “mobile” sectors of Maryland economy consisting of manufacturing, transportation /logistics, finance, professional and business services and firms with 10 or more employees.

The BCS started in 1994 and was funded by BGE. For the next 10 years (1995 – 2005) with what was called the Maryland Business Research Partnership which discontinued in 2005 due to a lack of funds. The BCS restarted its efforts in 2010 – 2012 with the Maryland Department of Business and Economic Development (DBED) and the Maryland Public Policy Institute helped to restart again in 2018. According to Dr. Clinch, the survey focuses on five specific areas:

- Business Performance and Expectation
- Maryland’s Overall Business Climate Ratings and things needed to improve Maryland
- Maryland’s Business Environment Taxes, Regulations, Labor Market, Infrastructure, Quality of Life
- Maryland’s Labor Market and Labor Force Labor Supply, Demand and Talent Pipeline
- Firm Demographics

Mr. Christopher Summers acknowledged the survey sponsors who are currently, SC&H Group, Howard County Chamber of Commerce, Merritt Properties and Rockville Chamber of Commerce.

After the presentation, Mr. Raley requested a copy of the presentation and Mr. Riford indicated that he would email the Board Members and MMP Partners this presentation and encourage those partners to support this work if feasible.

V. MMP UPDATES

Updates are presented to the Board from MMP Consultant Robert Scherr; Nicole Tapiero, Senior Account Executive from HZ; Greg Abel, Founder & CEO from Abel Communications.

a. Partnership and Contract Updates

According to Robert Scherr, we are 28 partners strong. The following updates on MMP Partners:

- As of 2021, MMP have secured three new partnerships for a total of \$63,334 Eastern Watersports High Rock (Marketing Strategy Company) Weller Development (1-year commitment)

However, there were several loses. This year MedStar and Howard Bank discontinued their commitment to the tune of \$150,000. Apparently, a lot of Howard Bank and MedStar’s resources has been put toward COVID-19 efforts.

- 2021 Pipeline Becton – Dickinson
- 2021 Renewals at \$1.8 million
- 2022 Renewals at \$368,330
- 2023 Renewals at \$1.65 million from existing partners

b. Marketing Report Update

According to digital representative Chris B. from HZ, regarding the digital campaign performance from the audit conducted. MMP has seen 206 million of total impressions – 206 million persons who have seen the Open for Business ad, which does not include the print placements. Of the 206 million impressions there was a total of 1.2 million clicks; 1 million total visits to the Site. The impact of these impressions compared to the fall 2020 campaign. There was a 32% increase in direct source traffic to the website; 131% increase in new users and an increase of 94% in total conversion volume. In regard to the Forbes insert, two more companies have been added to the list of advertisers.

- BGE
- Howard Hughes
- Orsted
- Peterson Companies
- St. John Properties
- T. Rowe Price
- Tradepoint Atlantic
- Transamerica
- USM
- Weller/Port Covington

According to Nicole Tapiero as it relate to the Open for Business website audit. The focus is 5-key audience segments on the site, which consist of: (1) domestic, (2) business, (3) international business, (4) site selectors, and (5) workforce/instate retention. The narrative and content hierarchy is to tell the story of place, provide audience segments quick paths to relevant content that is prominent and engaging, create a sense of urgency by appealing to hearts/minds through success stories and facts. Tell lifestyle stories, focus on rationale of key segments by delivering more content that details various industries, showcasing the breadth that Maryland offers, delivering deeper funnel content at bottom of page for those that are highly engaged, specifically through highlighting resources and next steps and reinforcing that Maryland is the best place to be by including a summary field guide of data and information.

A question posed from Chair Karen Cherry to Nicole Tapiero of HZ, asking about the deadline for the Forbes insert. Which was directed to marketing director Sherri Diehl to respond. Ms. Diehl’s response was that Forbes is doing all of the sales and they are taking submissions – insertion orders for ads through mid-July. The actual placement will not appear until late October, early November.

c. Abel Communications

As presented by Founder/CEO, Greg Abel, the aim as it relate to public relations is to increase national awareness, highlight Maryland businesses, promote Maryland’s key industries and serve as an extension of the MMP team. With the earned media coverage, Abel Communications has done work with Tradepoint Atlantic and some the investments they’ve made in Baltimore and the infrastructure specifically down and around the point area.

In addition to media coverage, opportunities with national media publications with a focus on trade with a couple of key trade sectors specifically supply chain, media, healthcare media and tech. According to Allison Bears, the opportunities with Bloomberg for the COVID Economic Recovery and Maryland’s Leadership (feat. Michael Siers, Lead Economist, Maryland Department of Commerce); the Wall Street Journal, the Evolution of the Tech Workplace for Women (feat. Ellison Anne Williams, CEO of Enveil); Site Selection Magazine, investing in Baltimore, investing in business; Critical Infrastructure and Development (feat. Tradepoint Atlantic, Weller Development, North Development).

d. Executive Director’s Report

Mr. Riford shared with the MMP Partners and Board members of sub-committee work with Abel Communications to help out with opportunities with public relations.

VI. ADJOURNMENT

The business meeting adjourned at 3:16 p.m. The next meeting is scheduled for September, 2021. Exact date TBD.

Maryland Marketing
Partnership Finance
As of 9/30/2021

REVENUE	AMOUNT RECEIVED
State Appropriations: (FY'17, FY'18, FY'19, FY'20, FY'21, FY'22)	\$6,000,000.00
Commerce Grants: (\$400K; \$655K; \$200K; \$200K)	\$1,455,000.00
Deposit: \$40K on 3/2/2017	\$40,000.00
Partner Revenue (Received-to-date)	\$5,232,002.00
Special Revenue (Fleet Week)	\$147,205.00
2017 Governor's Business Summit (i.e., sponsorship/ticket sales)	\$65,884.00
2019 Governor's Business Summit (i.e., booth and ticket sales, etc.)	\$49,236.09
TOTAL REVENUE (TO-DATE)	\$12,989,327.09

EXPENSES	AMOUNT PAID
Special Advertising (Fleet Week - 2016)	\$140,590.00
2018 CEO of the Year "Salute Sponsorship" - Ad Placement	\$10,000.00
Google AdWords/Google Advertising	\$1,395,751.07
HZ: Media, Creative, Planning, Ad Placements, Website, etc.	\$5,668,427.44
Non - HZ Creative Vendors	\$23,943.35
- Vibrant Image (Campaign Imagery)	
- Mammoth Creative Studio (Ad Campaign Design)	
Facebook Ads	\$153,673.47
LinkedIn Ads	\$442,600.69
2017 Governor's Business Summit & VIP Reception	\$266,934.24
*2018 Governor's Summit	\$68,837.50
2019 Governor's Business Summit & VIP Reception	\$216,884.82
2021 Governor's Cocktail Reception	\$9,123.98
Consulting Services & Reimbursements	\$372,788.43

EXPENSES (continued)	AMOUNT PAID
SPONSORSHIPS	
- Senior Players PGA Golf Tournament	\$110,000.00
- Military Bowl (FY'17, FY'18, FY'19, FY'22) - \$25K/year	\$100,000.00
- IAMC Richmond (FY'17, FY'18 and FY'19) - \$2,500/year	\$10,000.00
- 2019 Spring Breakfast Meeting/Business Showcase Expo (MWMCA)	\$500.00
- 2019 TEAMS Sponsorship thru MSA	\$10,000.00
- IRONMAN Maryland 2020 (Dorchester County)	\$25,000.00
- Made-In-Maryland Series (MPT)	\$35,000.00
- Joshua Johnson: Portraitist of Early American Baltimore	\$2,500.00
-USM Foundation	\$5,000.00
-EAGB (Invoice #22221A)	\$15,000.00
-EAGB (Invoice #22221B)	\$15,000.00
-MD Public Policy Institute	\$25,000.00
-Sport & Entertainment Corporation of MD (5 Star/Fair Hill)	\$40,000.00
Events/Conferences/Tradeshows	\$238,773.84
Promotional Items	\$12,676.08
Miscellaneous/Other	\$7,963.72
PR Services (Abel Communications) (to-date)	\$121,500.00
TOTAL EXPENSES (To-Date)	\$9,543,468.63
BALANCE	\$3,445,858.46

*Governor's 2018 Business Summit postponed. Rescheduled for: September 20, 2019.

MMP Partners	Amount
Baltimore Gas & Electric	\$250,000.00
Whiting – Turner	\$150,000.00
St. John Properties	\$85,000.00
Transamerica	\$83,333.34
Transamerica	\$83,333.33
Tradepoint Atlantic.	\$82,000.00
McCormick & Co.	\$75,000.00
Maryland Economic Development Corporation (MEDCO)	\$50,000.00
Perdue Farms, Inc.	\$50,000.00
Howard Bank	\$35,000.00
Legg Mason	\$35,000.00
University of Maryland Medical System	\$35,000.00
W.R. Grace	\$35,000.00
H&S Bakery	\$25,000.00
H&S Properties	\$25,000.00
Kelly & Associates	\$25,000.00
Brown Advisory	\$25,000.00
Royal Farms, Inc.	\$20,000.00
Alban CAT, Inc.	\$20,000.00
Wexford Science & Technology, LLC	\$20,000.00
Kaiser Permanente	\$20,000.00
Miles & Stockbridge	\$17,000.00
Donohoe Companies, Inc.	\$15,000.00
Bozzuto & Associates	\$15,000.00
PNC Bank	\$15,000.00
J J Haines & Co.	\$15,000.00
Clark Construction	\$15,000.00
CyberCore Technologies	\$10,000.00
Ellin & Tucker	\$10,000.00
Harkins Builders, Inc.	\$10,000.00
Total Partner Contributions	\$1,350,666.67

MMP Partners	Amount
Baltimore Gas & Electric	\$250,000.00
Whiting – Turner	\$150,000.00
Tradepoint Atlantic	\$86,000.00
Howard Hughes Corporation	\$84,000.00
Transamerica	\$83,333.33
Howard Hughes Corporation	\$82,000.00
McCormick & Company	\$75,000.00
Maryland Economic Development Corporation (MEDCO)	\$50,000.00
Perdue Farms, Inc.	\$50,000.00
Weller Development	\$35,000.00
W.R. Grace	\$35,000.00
University of Maryland Medical System (UMMS)	\$35,000.00
Legg Mason	\$30,000.00
M&T Bank	\$25,000.00
Merritt Properties	\$25,000.00
H&S Properties	\$25,000.00
Kelly & Associates	\$25,000.00
H&S Bakery	\$25,000.00
M&T Bank	\$25,000.00
Merritt Properties	\$25,000.00
Brown Advisory	\$25,000.00
MedStar Health	\$20,000.00
Royal Farms, Inc.	\$20,000.00
Wexford Science & Technology, LLC	\$15,000.00
Alban CAT, Inc.	\$15,000.00
Donohoe Companies	\$15,000.00
MedStar Health	\$15,000.00
Bozzuto & Associates, Inc.	\$15,000.00
Clark Construction, LLC	\$15,000.00
Harkins Builders, Inc.	\$10,000.00
Ellin & Tucker	\$10,000.00
Total Partner Contributions	\$1,400,333.33

MMP Partners	Amount
Whiting - Turner	\$200,000.00
Maryland Economic Development Corporation (MEDCO)	\$50,000.00
University of Maryland - College Park	\$50,000.00
Weller Development	\$35,000.00
CISCO Systems, Inc.	\$34,000.00
Howard Bank	\$30,000.00
H&S Bakery	\$25,000.00
H&S Properties	\$25,000.00
Morgan Stanley	\$20,000.00
Miles & Stockbridge	\$17,000.00
Miles & Stockbridge	\$16,000.00
Wexford Science & Technology, LLC	\$15,000.00
Harkins Builders, Inc.	\$15,000.00
Alban CAT, Inc.	\$15,000.00
Ellin & Tucker	\$10,000.00
Total Partner Contributions	\$557,000.00

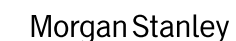
MMP Partners	Amount
Baltimore Gas & Electric	\$250,000.00
Whiting - Turner	\$150,000.00
T. Rowe Price	\$100,000.00
St. John Properties	\$85,000.00
Maryland Economic Development Corporation (MEDCO)	\$50,000.00
Perdue Farms, Inc.	\$50,000.00
Howard Hughes	\$33,334.00
H&S Properties	\$25,000.00
Merritt Properties	\$25,000.00
M&T Bank	\$25,000.00
Clark Construction	\$16,667.00
Bozzuto & Associates	\$15,000.00
Route One Apparel	\$15,000.00
High Rock Studio, Inc.	\$5,000.00
Maryland Energy Advisors	\$5,000.00
Total Partner Contributions	\$850,001.00

The Maryland Marketing Partnership, working with the Maryland Department of Commerce, was created to develop a branding strategy for the state, market the state’s assets, encourage the growth of existing businesses and attract new businesses to the state. Governor Hogan included \$3 million to seed the initiative. The Maryland Marketing Partnership engages leading-edge businesses as private sector partners to supplement the state investment and provide top-level insights on economic expansion.

Partners/Contributions
Payments
(FY'17 thru FY'21)

MMP Partners	Amount
Whiting - Turner	\$200,000.00
T. Rowe Price	\$100,000.00
Howard Hughes Corporation	\$84,000.00
Tradepoint Atlantic	\$82,000.00
McCormick & Company, Inc.	\$75,000.00
Maryland Economic Development Corporation (MEDCO)	\$50,000.00
Legg Mason	\$35,000.00
Kelly & Associates	\$25,000.00
M&T Bank	\$25,000.00
Merritt Properties	\$25,000.00
Bozzuto & Associates	\$20,000.00
Clark Construction, LLC	\$20,000.00
Donohoe Companies, Inc.	\$20,000.00
Ellin & Tucker	\$10,000.00
Total Partner Contributions	\$771,000.00

Maryland Marketing Partners





OPEN FOR
BUSINESS



Maryland

▲BOZZUTO

ELLIN & TUCKER

CLARK
CONSTRUCTION

Howard Hughes

M&T Bank

M merritt
COMPANIES

WATERFRONT DISTRICT





401 E. Pratt Street | The World Trade Center | Baltimore, MD 21202

Larry Hogan, Governor | Boyd Rutherford, Lt. Governor